
Brand Identity Manual

The complete guide to **SWPanel** — essence, logo, color by object, Roboto typography, visual system, voice and a downloadable resource kit.

Registered trademark, sole property of DeepThink Software SLU · OEPM no. 4329453/7



Contents of the manual

01	Brand essence	03
	Manifesto 04 Pillars & personality 05	
02	The logo	06
	Anatomy & meaning 07 Versions 08 Construction & clear space 09 On backgrounds 10 Symbol & app 11 SWPanel apps 12 Misuse 13	
03	Color	14
	Corporate palette 15 Color system 16 Token architecture 17 Application by object 18 Accessibility & contrast 19 Gradients & textures 20	
04	Typography	21
	The Roboto family 22 Use & scale 23 Best practices 24	
05	Visual system	25
	Iconography & UI 26 Image style 27 Margins & grid 28	
06	Voice & applications	29
	Tone of voice 30 The brand in use 31	
07	Brand kit & resources	32
	Naming & formats 33 Legal & trademark 34	

A strong brand is one that people **make their own**. This manual exists so any professional —inside or outside SWPanel— can apply the identity with precision and pride, and make it part of their daily work managing Hosting, Cloud and web development.



01

Brand essence

Who we are, what we stand for and how we want the brand to feel. The foundation everything else is built on.



We believe managing web infrastructure shouldn't be a chaos of panels, logins and providers.

That's why **SWPanel** exists: a single place to migrate, manage and scale all your Hosting, Cloud and development. **One panel. Total control.**

We give professionals and teams the clarity to work better and the freedom to grow without limits.

Brand promise: bring together what is scattered and simplify what is complex, so everyone feels in command of their IT environment from the very first click.



Pillars & **personality**



Clarity

Simple interfaces and messages. We remove noise so what matters stands out.



Control

Everything one click away, tidy and accessible. The feeling of mastering your environment.



Efficiency

Fewer steps, more results. We automate the repetitive.

Brand personality

What we are

Technical yet approachable · reliable · direct · resourceful · modern · honest. We speak peer to peer with people who know tech, without posturing.

What we are NOT

Neither cold nor overly corporate · nor grandiose · nor cryptic · nor condescending. We avoid hype and empty promises.

Archetype: the **expert ally**. SWPanel stands beside the professional as a tool to rely on every day, not as a distant vendor.



02

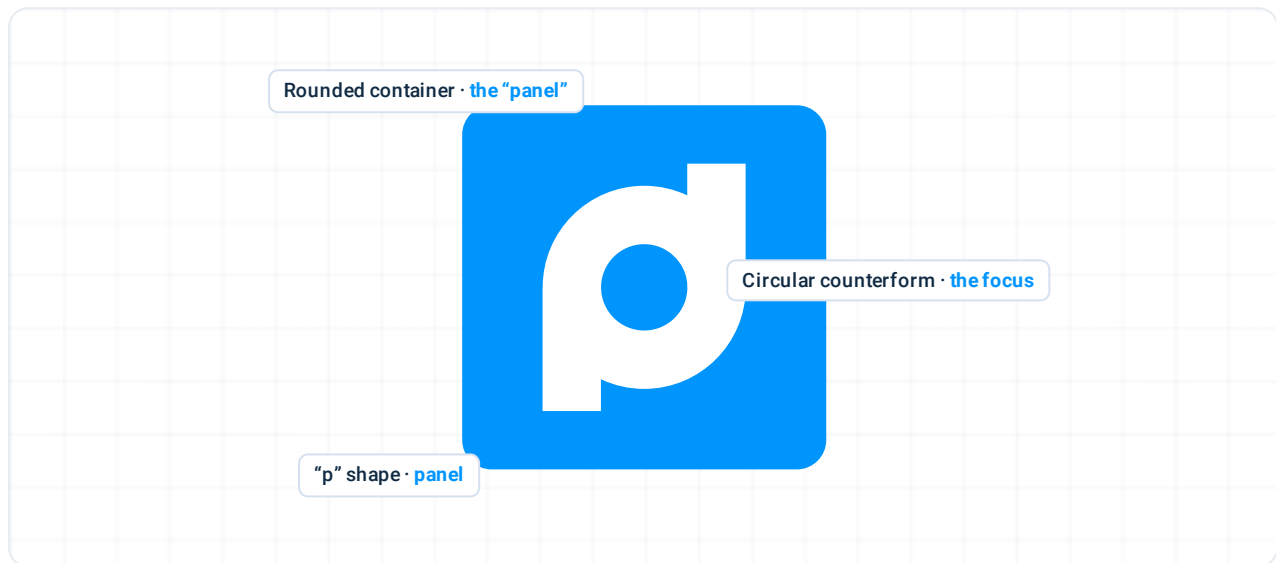
The logo

The brand's most recognizable asset. Here we define its anatomy, versions, construction and the limits of its use.



Anatomy & meaning

The logo is made of two indivisible elements: the **symbol** and the **wordmark**. The symbol is a “p” for *panel* built with a circular counterform inside a rounded container, evoking a single, centralized control panel.



The container

Constant rounded corners. It stands for a single space where everything comes together.

The “p”

Initial of *panel*. Solid and stable, it conveys reliability and presence.

The focus

The central circle symbolizes the control point from which everything is managed.

The wordmark uses “swpanel” in lowercase, in Roboto Bold, for an approachable, contemporary tone. Symbol and text form a closed unit that is never altered.



Logo versions



Primary version · swpanel_logo_blue · brand blue + dark blue text

Approved variants



Dark monochrome

swpanel_logo_dark_blue



Negative

swpanel_logo_negative



Primary symbol

swpanel_symbol_blue



Dark symbol

swpanel_symbol_dark_blue



Negative symbol

swpanel_symbol_negative



Box / app icon

swpanel_box_blue

Each version is available in SVG (vector, preferred) and PNG (raster with transparency). Choose the variant by background and context; never create new combinations.



Construction & **clear space**

Clear space (X)



The unit **X** = the symbol's height. Keep at least **1X** of free space on all four sides. The more air, the more impact.

Minimum size



Digital logo → **120 px**

Print logo → **28 mm**

Digital symbol → **24 px**

Print symbol → **8 mm**

Construction rules

Fixed proportion

The container radius and the symbol/text ratio are constant. They are never recalculated.

Alignment

Symbol and text share a centered vertical axis; the space between them is fixed.

Vector first

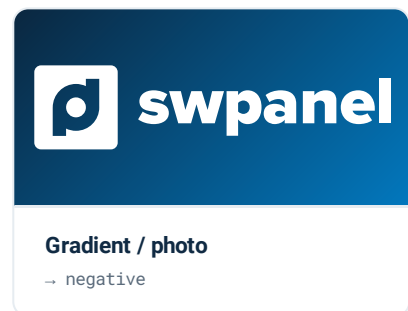
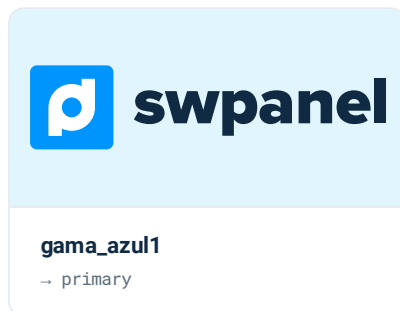
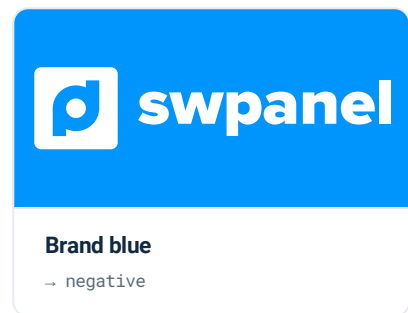
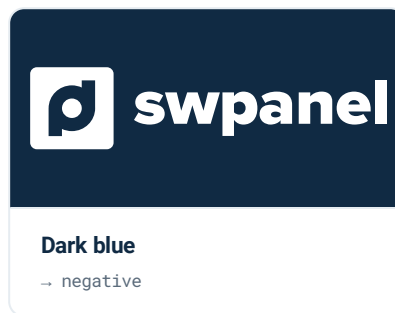
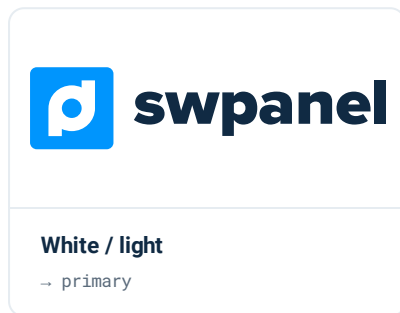
Always start from the master SVG. Do not rebuild or vectorize from a PNG.

For favicons and very small uses, use the **symbol** or the **box** instead of the full logo.



The logo **on backgrounds**

Choose the version that ensures maximum contrast. Simple rule: light backgrounds → primary or monochrome; dark or saturated backgrounds → negative.



Over photography, place the logo on a clean, uniform area, or protect it with a solid color box from the palette. Always ensure enough contrast (see p. 18).



Symbol, app & icons

The symbol is SWPanel's compact signature. Use it as a favicon, app icon, social avatar or watermark when the full logo doesn't fit.



Favicon · 32 px



App icon



Social avatar



Dark avatar

Symbol coexistence

In the sidebar

The product uses the symbol/negative over the panel's dark blue (azul8) menu.

As a watermark

The symbol appears subtly in the top-right corner of documentation.

Box for stores

For stores and profiles that require a filled square icon, use `swpanel_box_blue`.

Do not combine the symbol with other initials or enclose it in extra shapes. The container is already part of the symbol itself.



Applications **SWPanel**

The brand extends to mobile with two apps. Each one has its own **app icon**, derived from the SWPanel symbol and built on brand blue with the symbol in white.



SWPanel Móvil

Manage hosting, domains, servers and users from your phone, with the same identity as the web panel.

ANDROID · iOS



SWPanel InstantPass

Secure passwordless access to SWPanel via QR code and biometrics. Free and part of the ecosystem.

ANDROID · iOS

App icon and store logo

Each app has two pieces that share symbol, color and composition: the **app icon** —rounded corners (squirrel), for the home screen— and the **square logo** full-bleed, for store listings and profiles that require a square icon.



SWPanel · app icon



SWPanel · store logo



InstantPass · app icon



InstantPass · store logo

App icons are used as-is: don't recolor, add text or enclose them in other shapes. The blue background and the white symbol are part of the piece.



What **not** to do

 ✗ Distort or stretch.	 ✗ Rotate or tilt.	 ✗ Off-palette colors.
 ✗ Shadows or effects.	 ✗ No contrast.	 ✗ Lower opacity.
 ✗ Noisy background.	 ✗ Change the typeface.	 ✗ Reposition the symbol.
 ✓ Correct reference use.		

The logo is a **closed lockup**: symbol and text keep their relationship, color and composition. Any special need is solved with an approved variant, never by editing the file.



03

Color

Color is SWPanel's most immediate trait. A system of scales and tokens that brings consistency to product, web and materials.



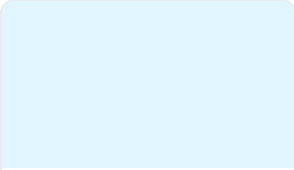
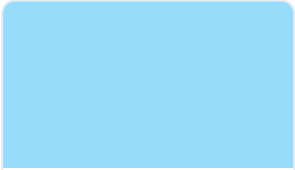
Corporate palette

Two core colors and a stepped scale of 8 blues (gama_azul1...8), the basis of the whole interface system.

Core colors

 #0095FD SWPanel Blue Logo & brand · RGB 0·149·253	 #102A43 Dark blue Text & structure · RGB 16·42·67
---	--

8-blue scale

 gama_azul1 #E1F5FE 225 · 245 · 254	 gama_azul2 #97DCFB 151 · 220 · 251	 gama_azul3 #4DC2F7 77 · 194 · 247	 gama_azul4 #28B6F6 40 · 182 · 246
 gama_azul5 #03A9F5 3 · 169 · 245	 gama_azul6 #039AE3 3 · 154 · 227	 gama_azul7 #0278BE 2 · 120 · 190	 gama_azul8 #02569C 2 · 86 · 156

The **Brand Blue #0095FD** is the logo color; the **interface** uses the blue scale (azul7 text/links, azul5 buttons, azul8 menus). Keeping both roles separate avoids inconsistencies.



Color **system**

Beyond blue, the system includes **feedback** families (green, orange, yellow, red) and **neutrals**, each with 8 tones, for states, data and surfaces.

Feedback families

SUCCESS	WARNING	LOW	ERROR
Green status_on #00AF47	Orange naranja7	Yellow amarillo7	Red status_off #e74c3c

Neutrals & surfaces

Background 1 #FAFCFD	Background 2 #F7F7FC	Border #D6E1F0	Text gray8 / #102A43
--------------------------------	--------------------------------	--------------------------	--------------------------------

Each family carries a fixed meaning: green = ok/active, orange = attention, yellow = low severity, red = error/critical. Never use red or green as a decorative color.



Token architecture

Color is never applied directly to an object. SWPanel works in three layers: **scale** base, **architecture** semantic and **objects**. This delivers consistency, light/dark mode and white-label by changing only the tokens.

LAYER 1

Base scale

6 families × 8 tones. The primitive palette. e.g.: `--gama_azul7`.

LAYER 2

Semantic token

Names the *use*, not the color. e.g.: `--text_blue_color = azul7`.

LAYER 3

Object

The component consumes the token. e.g.: links and headers use `--text_blue_color`.

Chain example

`gama_azul7 · #0278BE`



`--text_blue_color`



Links · headers

Golden rule: in code and materials, always reference the **token** (e.g. `--blue_btn_fondo`), never the raw hex value. That way a reseller swaps the brand without touching the components.

Transparency variants derived with `color-mix()` (e.g. `--gama_azul2_25 = azul2 at 25%`) for soft backgrounds, shadows and hover states.



Application **by object**

Map of SWPanel's components and the color token each consumes, per the corporate styles (root.css).

	OBJECT / COMPONENT	TOKEN CSS	VALUE
	General text / body	--text_normal_color	gama_gris8
	Links and blue text	--text_blue_color	azu17 · #0278BE
	List / table header	--linea_listado_titulo_text	azu17 · #0278BE
	Manual title (H1)	--h1_manual_text	azu18 · #02569C
	Rule under title	--border_titulo	azu15 · #03A9F5
	Blue button (background · hover)	--blue_btn_fondo	azu15 → azu18
	Active switch	--interruptor_on_fondo	azu16 · #039AE3
	Side menu (background)	--color_menu_slider_fondo1	azu18 · #02569C
	Notice / notification	--color_fondo_notificacion	azu11 · #E1F5FE
	Label / tag	--quadre_tag_fondo	azu18 · #02569C
	Field focus (border)	--quadre_text_border_focus	azu17 · #0278BE
	General border	--color_border	#D6E1F0
	App background	--color_swpanel_fondo1 / 2	#FAFCFD / #F7F7FC

Severity labels (firewall): CRITICAL → rojo8 · HIGH → rojo7 · MEDIUM → naranja7 · LOW → amarillo7. The tokens.css in the kit contains the full set.



Accessibility & **contrast**

Always ensure legibility. These combinations meet adequate text contrast; avoid the ones that don't.

Recommended combinations

Dark text ✓ #102A43 on white	White text ✓ white on azul8/navy	Azul8 on azul1 ✓ headings on light boxes
White on brand ✓ primary buttons	Azul7 on white ✓ links	Azul4 on azul1 ✗ insufficient contrast

Target: **AA contrast** (4.5:1) for normal text and 3:1 for large text and icons. The light blues (1–4) are backgrounds or accents, never text color on white.

Don't convey information with color alone: pair it with an icon or text (e.g. severity states). Check pairs with a contrast checker before publishing.



Gradients & textures

Supporting resources for feature backgrounds and headers, always within the blue scale.

Brand gradients



Vivid blue

azul5 → azul8 · 135°



Brand to deep

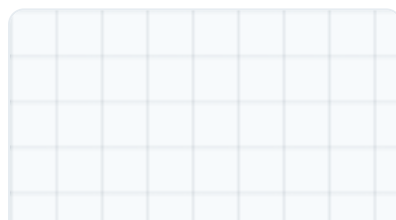
#0095FD → azul8



Nocturne

navy → azul8

Textures



Panel weave

Subtle background grid



Soft halo

Accent light



Watermark symbol

Low opacity

Use gradients sparingly: as a background for headers, CTAs or covers, never under long text. You'll find ready-made resources in `brand_elements/gradients` / `patterns`.



04

Typography

Roboto is SWPanel's typographic voice: clear, technical and approachable.
Embedded in this document.



Meet Roboto

Corporate typeface: Roboto, a neo-grotesque sans-serif designed by Christian Robertson. For technical data and code, Roboto Mono.

Roboto

AaBbCcDdEe · 0123456789 · &@#%

Available weights

Thin Roboto Thin	Migrate, manage, scale weight 100
Light Roboto Light	Migrate, manage, scale weight 300
Regular Roboto	Migrate, manage, scale weight 400
Medium Roboto Medium	Migrate, manage, scale weight 500
Bold Roboto Bold	Migrate, manage, scale weight 700
Black Roboto Black	Migrate, manage, scale weight 900
Italic italics 300–700	<i>Migrate, manage, scale</i> italic
Mono Roboto Mono	#0278BE · v.2026 code

Embedded font. The Roboto variants are embedded (subset) inside this PDF. You don't need Roboto installed to view it correctly. The kit includes the .ttf y .woff2.



Use & **scale**

Weight by object

ROBOTO LIGHT 300	Titles and covers Large headlines (H1) · tight tracking
ROBOTO REGULAR 400	Running text and paragraphs Base body · leading 1.6 · 9–11 pt
ROBOTO MEDIUM 500	Subheads, labels, emphasis Uppercase captions
ROBOTO BOLD 700	Blue subheads · headers · keywords #0278BE / #0095FD by context
ROBOTO BLACK 900	Featured data and figures Large numbers in reports (KPIs)
ROBOTO MONO	Code · values · HEX · page no. Tabular and technical

Type scale

H1 · 29–31 pt · Light 300	Section title
H2 · 12.5 pt · Bold · blue	Subtitle
H3 · 10 pt · Bold	Minor heading
Body · 9.3 pt · Regular	Running text for paragraphs.
Caption · 7.5 pt · Medium	LABEL · FOOTER

CSS stack: font-family: 'Roboto', Arial, sans-serif; · data: 'Roboto Mono', monospace;



Best **practices**

Do

- ✓ Clear hierarchy with two or three weights.
- ✓ Generous leading (1.5–1.7) in text.
- ✓ Tabular figures (mono) for aligned data.
- ✓ Line length of 60–80 characters.

Don't

- ✗ Mixing Roboto with other typefaces.
- ✗ Long text in uppercase or in Light at small sizes.
- ✗ Stretching, condensing or faking weights.
- ✗ Light blue text on a white background.

Composition example

SERVER MANAGEMENT

Deploy and scale in **seconds**

Control vCores, RAM and disk from a single panel. Schedule scaling and monitor performance without logging into each server.

99.98% uptime

Recommended combo: eyebrow (Medium uppercase, blue) + headline (Light with a keyword in Bold) + body (Regular gray) + figure (Mono/Black).



05

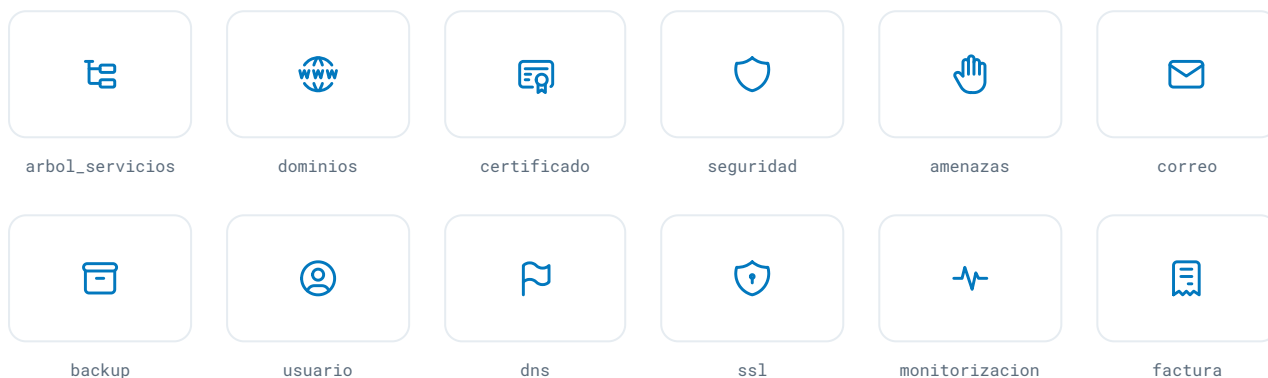
Visual system

Icons, imagery, grid and structure: the elements that give texture and consistency across every medium.



Iconography & UI

SWPanel has its own library of **262 icons** line icons, consistent with the panel interface: uniform stroke, rounded corners and a 24 px grid. Below, a sample of the style with their real names.



Library categories

Services & cloud: arbol_servicios · servicio · crear_servicio · snapshot · monitorizacion · trafico

Security: seguridad · amenazas · virus · security-high/medium/low · lista_negra

Backups: backup · activar_backup · desactivar_backup · snapshot

Domains · DNS · SSL: dominios · dns1-4 · cartera_dominios · ssl · certificado

Email: correo · correo_leido · autoresponse · reenvio_correo · lista_distribucion

Users & billing: usuario · users-group · cliente · factura · saldo · tarjeta

Style

1.8 px stroke, rounded ends, 24 px grid. Azul7 on light; white on dark.

Naming

Functional lowercase name with underscore: accion_objeto.svg (e.g. activar_backup).

Size

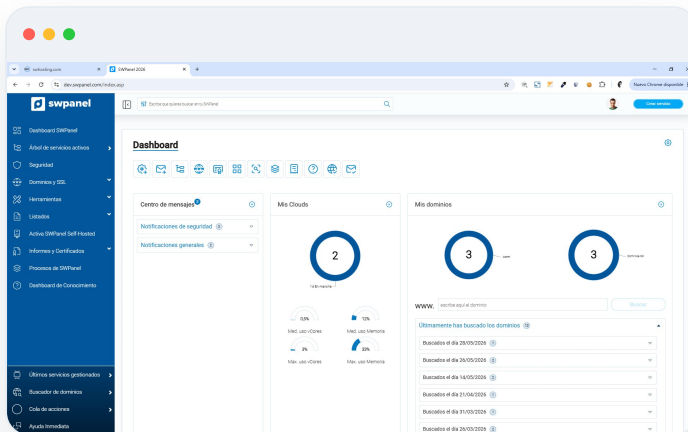
16 / 20 / 24 px in UI. Minimum touch target of 40 px on interaction.

The icon library is part of the SWPanel interface; these samples illustrate the house style. For new icons, respect grid, stroke and naming. Library access: brand@swpanel.com.



Image style

The product interface is the star. We present clean, well-framed screenshots with a consistent device frame.



Principles

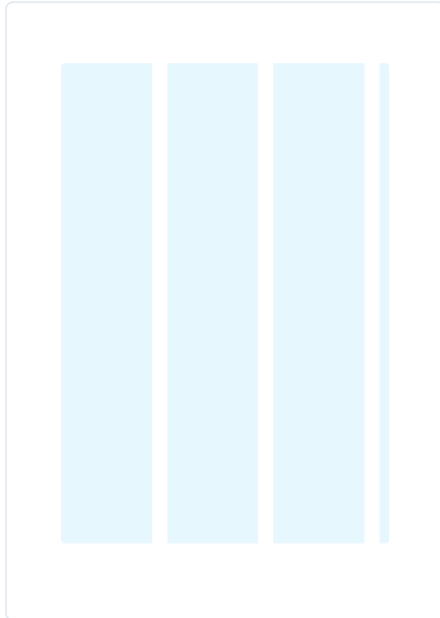
- › Real screenshots, never faked
- › Subtle browser or device frame
- › Soft shadow, rounded corners
- › Neutral background or brand gradient
- › Highlight one action per image

Avoid screenshots with real sensitive data; use the demo environment. Keep language and visual theme consistent within a single piece.

Screenshot and framed mockup packs ready in 06_screenshots of the kit.



Margins & grid



Format base	A4 · 210 × 297 mm
Margin sup. / inf.	21 / 23 mm
Margin izq. / der.	21 mm
Symbol corner	12 mm
Web · container	max. 1200 px · 12 col
Spacing base	multiples of 4 / 8 px

Composition principles

Air

Prioritize white space. Fewer elements, better ranked.

Alignment

Everything to the grid; same left axis for title and text.

Rhythm of 8

Spacings and sizes in multiples of 4/8 px for a consistent rhythm.

Social: square 1080×1080, story 1080×1920, banner 1500×500. Keep the logo with its clear space in every format.



06

Voice & applications

How SWPanel sounds and how the brand is applied across day-to-day materials.



Tone of **voice**

Expert yet accessible language for technical professionals: we empower, we don't overwhelm.

Clear

Expert

Direct

Reliable

Empowering

We do

- + Concrete benefits: time, control, simplicity.
- + Action verbs: migrate, manage, scale, automate.
- + Talk about "a single panel" and centralization.

We avoid

- Hollow superlatives and exaggerated promises.
- Unnecessary jargon that excludes.
- Long, convoluted sentences.

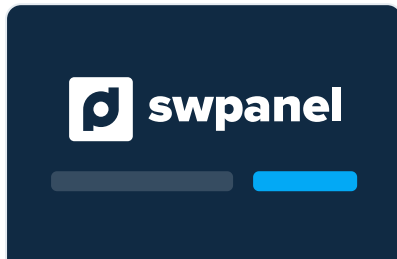
Message matrix

Web Developers	"Deploy and manage environments in seconds, without leaving the panel."
Resellers	"Your hosting business, your brand, automated end to end."
Agencies	"Centralize every client's projects in one place."

Claim: "Migrate, manage and scale your web infrastructure from a single dashboard." Three verbs, one benefit and the idea of unification.



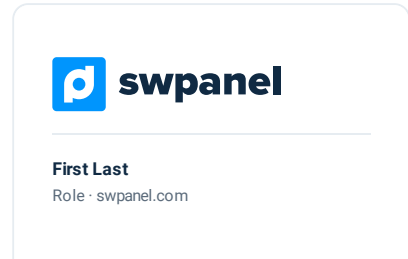
The brand **in use**



Panel · azul8 sidebar + negative logo



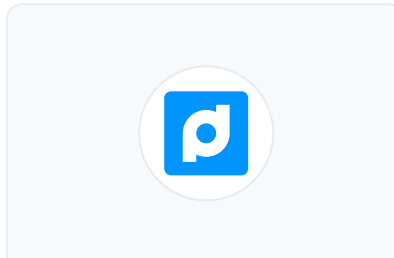
App / favicon · symbol



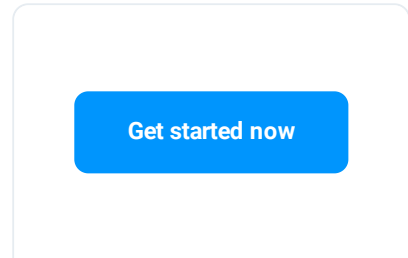
Email signature



Slide / social cover



Round avatar



Primary button (azul5)

White label (RHA)

SWPanel lets you customize the panel with the reseller's brand: own logo, domain, colors and templates. Thanks to the token architecture, you only reassign the color tokens to reflect the new brand **without touching the components**.

Signature, slides and social templates ready in 05_templates.



07

Brand kit & resources

Everything you need to apply the identity, downloadable from swpanel.com.
Structure, naming and usage terms.



Naming & formats

Naming convention

swpanel_[type]_[variant].[format]

TYPE

logo
symbol
box

VARIANT

blue
dark_blue
negative

FORMAT

svg · png
(pdf/eps print)
ico (favicon)

ej.: swpanel_logo_blue.svg · swpanel_symbol_negative.png

Which format to use

SVG	Web and vector print. Preferred use: lossless scaling.
PNG	Raster with transparency for apps, office tools and social.
PDF / EPS	Print and graphic vendors (CMYK / Pantone).
ICO	Multi-resolution favicon (16/32/48).

Don't rename the kit files: the naming lets every asset be located and referenced unambiguously across teams and tools.



Legal & trademark



SWPanel is a registered trademark. National word mark granted by the Spanish Patent and Trademark Office (OEPM), file no. 4329453/7, classes 09 and 42. It is a mark **solely owned** by DeepThink Software SLU.

Permitted use

- ✓ Official kit logos and colors, unaltered.
- ✓ Manuals, reviews, videos and training.
- ✓ Real panel screenshots.

Not permitted

- ✗ Modifying, recoloring or recreating the mark.
- ✗ Implying sponsorship or official ties without an agreement.
- ✗ Using the mark in offensive or misleading content.

Usage notice. Using the resources in this kit (logos, color, typography and brand elements) implies **de facto acceptance** of these terms. DeepThink Software SLU reserves the right to **revoke use** of the mark and the resources in case of breach of the rules described here.

For uses not covered here or any questions, write to brand@swpanel.com before publishing. Suggested attribution:
"SWPanel® is a trademark of DeepThink Software SLU."



ONE BRAND · ONE CONTROL

Make it yours.
Let's make it big.

When we all apply the identity with care, SWPanel becomes recognizable, reliable and desirable. Thank you for caring for the brand.

WEB · BRAND

swpanel.com ·
brand@swpanel.com

PUBLISHED BY

DeepThink Software SLU

DOCUMENT

Brand Identity Manual · v.2026
ED.04

SWPanel · National registered trademark (OEPM no. 4329453/7), solely owned by DeepThink Software SLU. © DeepThink Software SLU. All rights reserved.